BBC Three PVT

Summary of results from the quantitative research regarding proposed service changes

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Communications Chambers

Contents

1. Introduction

Online quantitative research was conducted in August 2014 to assess the audience's response to the proposed changes to BBC Three, CBBC and BBC iPlayer and to the introduction of a BBC One +1 channel.

More specifically this included measuring how the proposed changes would be received at a personal and societal level and how they might affect viewing behaviours both on TV and online.

A number of hypotheses were also tested, for example the mitigation strategies that might be employed by viewers unable to access a linear, broadcast channel.

Fieldwork was conducted online by GfK on behalf of Communications Chambers and the BBC. Sample sizes varied but were in excess of 1,000[1]. Participants were adults aged 16+ and the data was weighted to reflect the demographic profile. Measures were taken to ensure respondents were unaware that the research was being conducted on behalf of the BBC.

[1] Five surveys were conducted with sample sizes of 1,133 (regarding the BBC Three proposal), 1,326 (BBC One +1), 1,196 (CBBC), 1,204 (BBC iPlayer) and 1,125 (hypothesis testing).

2. Reactions to the proposals

In interviews to test reactions to the proposals, respondents were presented with a short paragraph explaining one of the four components of the proposed changes (see Figure 1). They were then asked to respond in two ways: initially, thinking personally about themselves and their households and secondly thinking for wider society.

Figure 1: Descriptions of proposed changes used in the surveys

BBC Three

- No broadcast channel – an online-only service, on iPlayer and online through its website and on social networks
- Still targeted at 16-34s, with the same brand, tone and quality
- Its programme budget would halve. Around 16 hours' worth of BBC Three video would be released and added online each week or shown on BBC One or BBC Two. In addition the online offering would include short videos, interactive content and other innovative forms of content likely to appeal to an audience aged 16-34.

BBC One +1

- This proposal is for a new TV channel – BBC One+1
- This would show many of the same programmes as BBC One, 1 hour after original broadcast, 24 hours a day (but not regional shows and news, and initially not some other programmes)

CBBC

- The proposal is to extend CBBC's broadcast hours by 2 hours every evening (so the channel would close at 9pm each evening instead of 7pm)

BBC iPlayer

- BBC iPlayer is proposing to include 3 new elements in its service:
- Showing more online-only programmes (programmes not shown on broadcast TV)
- Showing non-BBC programmes from other 'public service' organisations (perhaps national museums or universities)
- Premiering programmes before they are shown on the broadcast channels

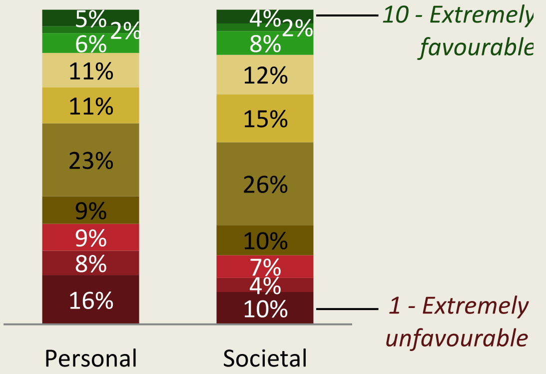
BBC Three

This was the least popular of the four propositions, both at a personal and societal level. Just 14% of respondents expressed broad favourability personally (a score of 8, 9, or 10 on a scale were 1 represented "Extremely unfavourable" and 10 represented "Extremely favourable"). Indeed, many more (32%) were against the proposal (assigning a 1, 2 or 3 out of 10) and 16% were "Extremely unfavourable".

Reactions were only slightly more muted when respondents were considering the proposal from a wider, societal viewpoint: 22% were unfavourable (assigning a 1 "Extremely unfavourable", 2 or 3 out of 10).

29% of respondents thought they would use the revised service at least monthly. This compares to BBC Three's current monthly reach of 64% and represents a decline of over 50%.

Figure 2: Reaction to BBC Three proposal



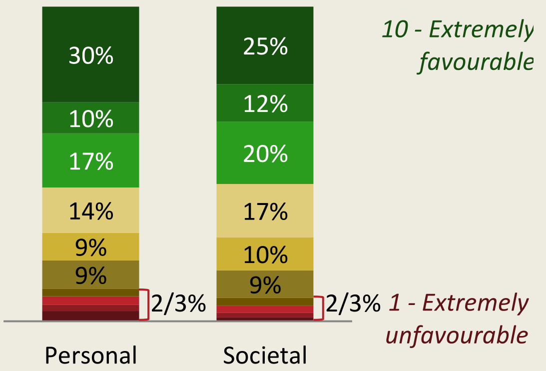
The proposal would have a small impact on total linear broadcast TV viewing: two thirds of respondents considered that the changes would have no impact on their consumption and 16% thought that their viewing might decrease. Respondents predicted a net zero impact on viewing to BBC channels, and small viewing gains for ITV, Channel 4 and Channel 5.

A similarly small impact was predicted for catch-up and VOD services: 11% thought they would use iPlayer "a bit more" and commercial services showed very small net positive impacts.

BBC One + 1

The majority of respondents were positive towards BBC One +1, indeed it was the best received of the four proposals. 58% were favourable personally and 56% were favourable for society.

Figure 3: Reaction to BBC One +1 proposal



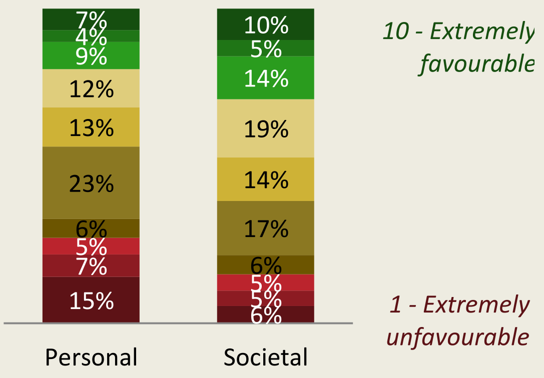
Three quarters of respondents (74%) thought that they would use the service at least monthly (compared to 95% for BBC One and 64% for BBC Three, the current occupier of the channel slot intended for BBC One +1 on most platforms).

A little over one fifth (21%) of respondents told us that this proposal would likely increase their TV viewing. The data suggests that this would be at the expense of BBC iPlayer, but not the commercial broadcaster's channels or services.

CBBC

This was the proposal that most divided respondents: 27% were unfavourable personally compared to 19% that were favourable. Respondents were more generous when asked to think at a societal level, with 29% being positive and 15% being negative about the plans.

Figure 4: Reaction to CBBC proposal



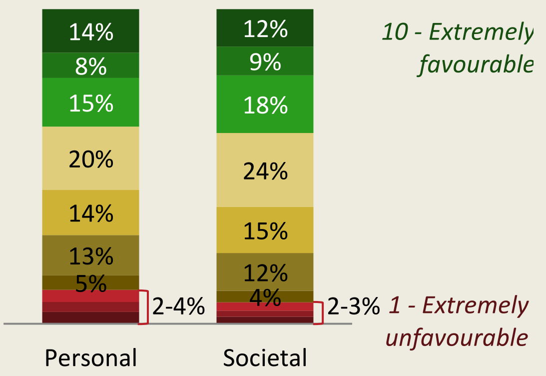
Anticipated monthly reach was 23% – seven percentage points above the current value of 16% – showing that for a minority of the population, the changes to CBCC would increase their propensity to view.

Although a minority of respondents thought that this change would affect their viewing habits, the number expecting an increase was largely balanced by the number expecting a decrease. We can conclude that there would be zero impact on total hours.

BBC iPlayer

Almost four in ten respondents assigned one of the top three scores, reflecting widespread favourability towards the proposed iPlayer changes (37% personally and 39% for wider society).

Figure 5: Reaction to BBC iPlayer proposal



In light of the proposal, monthly reach was expected to increase to 62% – an increase of nine percentage points from today's 53%.

Respondents thought that this proposal would affect their viewing patterns: 14% said that their total viewing of linear, broadcast channels would decrease and one in ten said that their overall viewing of online and video on demand would increase. One fifth of respondents predicted an increase in their use of BBC iPlayer however, this was not thought to be at the expense of other VOD services, nor was it thought to cause a decline in viewing to the PSB commercial broadcasters.

Summary of results[2]

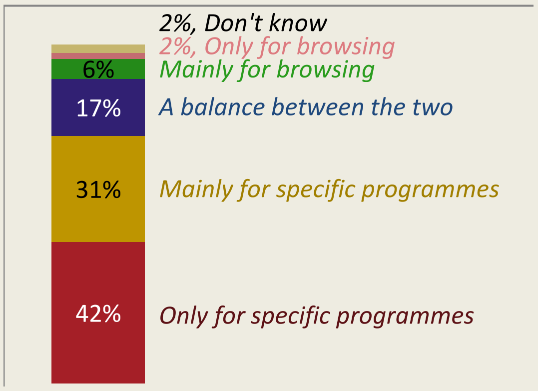
	BBC Three	BBC One+1	CBBC	BBC iPlayer
Favourable[3], personal level	14%	58%	19%	37%
Unfavourable[4], personal level	32%	8%	27%	11%
Favourable3, societal level	14%	56%	29%	39%
Unfavourable4, societal level	22%	5%	15%	7%
Predicted monthly users[5]	29% (currently 64% for BBC Three)	74% (currently 95% for BBC One)	23% (currently 16%)	62% (currently 53%)

[2] All results are derived from this research
[3] Proportion that assigned a score of 8, 9, or 10 on a scale of 1 "Extremely unfavourable" to 10 "Extremely favourable"
[4] Proportion that assigned a 1, 2 or 3 out of 10 on a scale of 1 "Extremely unfavourable" to 10 "Extremely favourable"
[5] Reach numbers are based on respondents' claimed existing, and predicted future, frequency of use

3. Hypothesis testing

Online TV services are most commonly used for seeking out specific, familiar content rather than for browsing for something new
True.

Figure 6: Seek vs. browse behaviour online

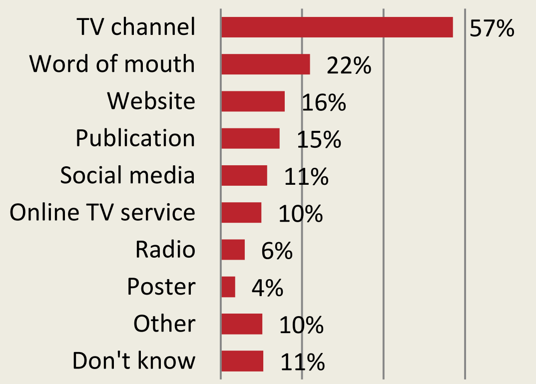


We found that only a quarter of users of online TV and video services (25%) reported browsing behaviour at all. 'Seek' behaviour was far more prevalent and was used by 90% of online TV and video service users (Figure 6).

In addition, respondents were three times more likely to report having watching familiar content when using online TV and video services: 81% of users had watched "Things I'd watched, am currently watching, or heard of before arriving at the online service(s)" in the last month compared to 26% that had watched "Things that were completely new".

Broadcast TV channels act as a powerful promotional tool for their content
True.

Figure 7: Source of awareness for programmes viewed on online TV and video services



Respondents were asked how they found out about programmes that they had sought out online and by far the most popular response was "[I had heard about them before arriving at the online service] on a TV channel" (Figure 7).

A series of potentially influencing factors was then scored to assess their importance in influencing viewing choices online. The two most important influencers were "Habit – I always watch the programme" and "Watching the programme previously on a TV channel" (selected as important or extremely important by 61% and 55% of users of online services respectively). Advertising, word of mouth, and online recommendations were all less able to influence viewing choices online.

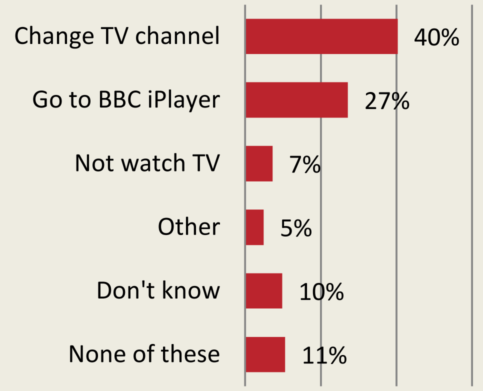
If a linear, broadcast channel is unavailable, viewers are more likely to watch another (second-choice) TV channel than to seek out that channel online

True.

Respondents were asked how they would react if they switched on BBC Three and saw a message informing them that the channels was only available on BBC iPlayer.

A small majority (40%) would simply change channel to watch something else on the TV. Slightly fewer audience members would follow the content on to BBC iPlayer to watch it there.

Figure 8: Response to online only channel



BBC iPlayer has been important in introducing audiences to online TV and video services

True.

BBC iPlayer was selected by 45% of users of online TV and video services as being the first service they had used. Four in ten respondents agreed that BBC iPlayer had been the service that had helped them feel comfortable using online TV and video, and a similar number agreed that it was most influential in their take-up of online TV and video services.

Figure 9: Influential online TV and video services

Statement	Top service	2nd place
The first online TV or video service I ever used	BBC iPlayer	YouTube
The one that most helped me to feel comfortable using online TV or video services	BBC iPlayer	None of these
The one that was most influential in making me start to use online TV or video services	BBC iPlayer	None of these

4. Sample composition including BBC service reach

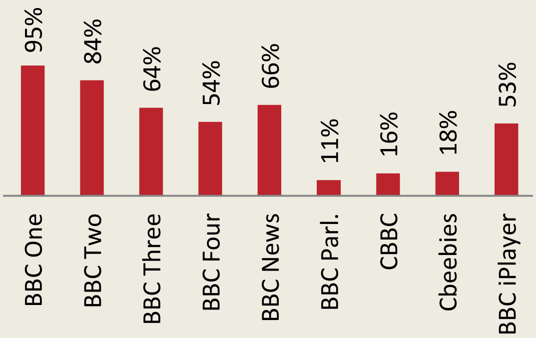
Over 1,000 online interviews were completed for each of the five surveys (one covering each of the four proposals and a fifth to investigate online TV and video service behaviours).

The data was monitored and then weighted to ensure an accurate reflection of the UK population, for example 49% of respondents to the BBC Three proposal were male, 53% were ABC1 and 30% were aged 16-34.

In the first section of the questionnaire, respondents were asked questions about media. The majority were positive about the BBC, assigning an average score of 7.7 out of 10 (where 10 is “Extremely favourable” and 1 is “Extremely unfavourable”).

Respondents were avid users of BBC channels and BBC iPlayer. Self-reported monthly reach of BBC One was 95%; for BBC iPlayer monthly reach was 53%.

Figure 10: Monthly reach of BBC services

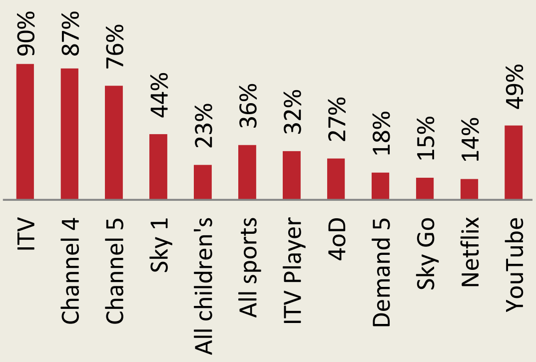


ITV received a similarly high monthly reach figure of 90%.

All children’s channels were watched – on a monthly basis – by just under a quarter of the sample (23%) which compares to 16% and 18% for CBBC and CBeebies respectively.

The increasingly mainstream nature of catch-up and VOD services was evident in the sample: one third of respondents claimed to use ITV Player at least once per month and 14% reported the same for Netflix. This is in line with recent industry estimates[6].

Figure 11: Monthly reach of non-BBC services



[6] Estimated penetration stood at 10% in Q1 2014, BARB Establishment Survey, Q1 2014